

AGENDA ITEM XI-C

Report on the College for Texans Campaign

RECOMMENDATION: No action required

Goal(s): Participation, Success

The goal of the College for Texans Campaign is to bring into higher education by 2015 an additional 300,000 people prepared to succeed who are not expected, based on current enrollment trends, to enroll in a Texas college or university.

Background:

The College for Texans Campaign was authorized by Senate Bill 573 (passed in the 77th Texas legislative session of 2001, and codified in the Texas Education Code at § 61.951). The law requires the Coordinating Board to administer a statewide campaign to ensure that parents and students understand the importance of higher education and how to prepare for it academically and financially. The campaign was publicly launched in November 2002.

The Board has typically received progress reports about the activities of the campaign staff and their partners across the state at regular intervals since the public launch in 2002. The most recent update at the January 2004 Board meeting highlighted the children's book project, now called *Wiley's Way*, which includes a music CD, Wiley's Way website, a documentary video, and more. This report highlights the progress made on Reel Life Video Contest, GO Centers and community-based organizations' Campaign activities.

Alice White, currently the Campaign Coordinator, will give a brief report on recent developments in the Campaign.